

SRTBIA

Santa Rosa Tourism Business Improvement Area

Advisory Board Appointments

City Council – October 24, 2017



Raissa de la Rosa, Economic Development Manager
Planning & Economic Development Department

SRTBIA: Overview

- SRTBIA established August 3, 2010 - **Ordinance 3946**
- **3% Assessment** on lodging establishments, including hotels, motels, inns, vacation rentals, and all similar lodging businesses
- Distribution of Funds Collected:
 - **30%: City of Santa Rosa**, Economic Development Division
 - **70%: Santa Rosa Chamber of Commerce**, Visit Santa Rosa Program

SRTBIA: **Advisory Board**

ADVISORY BOARD

5 members appointed by City Council:

- 1 Santa Rosa Chamber of Commerce employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

Ordinance 3946, Section 6-56.400:

The Advisory Board shall thereafter be subject to Council Policy No. 006-06. Notwithstanding any Council Policy that may now or hereafter exist to the contrary, City employees shall serve on the Advisory Board. The Advisory Board shall advise the City Council on the amount of the Area's Assessments and on the services, programs, and activities to be funded by the Assessments, and shall perform such other duties as required by Law, including preparing the Annual Report required by Section 36533 of the Law. The Advisory Board shall meet as often as necessary to accomplish its goals, but no less than once each calendar quarter.

SRTBIA: **Advisory Board**

Current and *Proposed* Roster:

	Affiliation/Position	Representing
• Jonathan Coe <i>Brad Calkins</i>	President/CEO <i>Alternate</i>	SR Chamber Chamber – Visit Santa Rosa
• Raissa de la Rosa <i>Keith Roberts</i>	ED Manager <i>Alternate</i>	City of Santa Rosa <i>ED Division Staff</i>
• Donna Rentera	Best Western Garden Inn	Hotel – Select Service
• <i>Tony Bucklen</i>	<i>Hilton Sonoma Wine Country</i>	<i>Hotel – Full Service</i>
• <i>Todd Anderson</i>	<i>Best Western Plus</i>	<i>Hotel – At Large</i>

SRTBIA: **Recommendation**

- It is recommended by the Planning and Economic Development Department that the Council, by resolution, appoint Tony Bucklen of Hilton Sonoma Wine Country and Todd Anderson of Best Western Plus Wine Country Inn & Suites to the Santa Rosa Tourism Business Improvement Area (SRTBIA) Advisory Board.